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INTERNATIONAL ASSEMBLIX CORP.

CUSTOMFOAM LETTERS, SIGNS

NK
3600
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UNITED STATES PATENT OFFICE

Gr. 470

GPO 16—53001-1

CALL NO. NK3600 I5 | ACCESSION NO.

AUTHOR International Assemblix Corp.

TITLE Custofoam letters, signs | EDITION

DATE 1965

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DATE | SIGNATURE | ORGANIZATION

DATE | SIGNATURE | ORGANIZATION

FORM PO-159 (10-63)

U. S. DEPARTMENT OF COMMERCE PATENT OFFICE

PERMANENT CHARGE

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IAC

international **ASSEMBLIX** *corporation*

CUSTOMFOAM™

LETTERS · SIGNS

for indoor and outdoor use

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CUSTOMFOAM is . . . RIGID FOAM PLASTIC

Custom fabricated by International Assemblix Corporation for use in letters, signs, point-of-purchase displays

CUSTOMFOAM is . . . EXPERIENCE

20 years worth . . . in the rapidly growing, highly sophisticated expanded foam field. IAC is the world's largest fabricator of foam decorations and displays

CUSTOMFOAM is . . . LOW COST

in fact . . . the *very* lowest. Automation, high speed electronics, stock items . . . means lowest prices ever

CUSTOMFOAM is . . . COLOR AND DIMENSION

Bold, vibrant, permanent colors and sparkling Glitter-Etch* (patented) . . . a fabulous new medium for you!

CUSTOMFOAM is . . . EXCITING!

Giant size or small, indoor or outdoor, plain or fancy . . . you name it! CUSTOMFOAM has lightweight and outstanding durability, too!

*AT. OFF.

IT'S EASY TO ORDER CUSTOMFOAM™ LETTERS

TYPE . . . . . .

CUSTOMFOAM letters are available in many exciting type styles, and in both upper and lower case, as specified.

STANDARD SIZES ARE:	6" x 1" thick	GIANT SIZES ARE:	2 ft. x 2"
	8" x 1" thick		3 ft. x 3"
	12" x 1½" thick		4 ft. x 4"
	16" x 1½" thick *Graphic style only. Available on request.*		5 ft. x 5"

VARYING THICKNESSES ARE AVAILABLE ON REQUEST

FONTS . . . . . .

Font assortments are a balanced quantity selection of letters and numerals, according to frequency of usage. Complete fonts available in 6 inch Graphic style only, others on request.

GLITTER-ETCH .

IAC's patented process that gives spectacular brilliance to CUSTOMFOAM letters. Glitter-Etch impregnates colorful, non-tarnishing aluminum glitter into each letter giving it a fantastic, illuminated appearance. Glitter-Etch is also available on mounting panels, CUSTOMFOAM signs and displays.

COLORS . . . . .

UNPAINTED, Plain White, or GLITTERED in Crystal Snow, Red, Royal Blue, Kelly Green, Gold or Pink; GLOW-PAINTED in Red, Orange, Pink, Yellow, Green, also Plain White for weather protection. Non-glow colors available on request. GLITTER-ETCH in Red, Royal Blue, Kelly Green, Pink or Gold.

MOUNTING . .

CUSTOMFOAM LETTERS may be mounted, indoors or out with 2-way pressure-stik pads, pressure sensitive adhesive, or permanent adhesive. These accessory items are all available from IAC, and listed in this catalog.

COMPLETE SIGNS . . . . . .

Put your own signs together with CUSTOMFOAM LETTERS AND PANELS, or let IAC custom make them for you, to your specifications at the lowest possible cost.

TERMS: Prices quoted are for 1 side COLOR or GLITTER-ETCH application on letters and/or panels. Prices subject to change without notice, and manufacturer reserves the right to make changes at any time, without notice, in prices, colors and specifications. TERMS OF SALE: 1/10 days, F.O.B. Toledo, Ohio. Minimum order, $20.00.

IAC

international ASSEMBLIX corporation

CUSTOMFOAM Letter Sizing Diagrams

Show Style

Sizing Diagram For CUSTOMFOAM Letters—
For layout purposes, this diagram will apply to any size letter, showing you relative width-to-height.

SCALE: For 6″ letter, each graph square represents 2 inches.
For 8″ letter, each graph square represents 2-2/3 inches.
For 12″ letter, each graph square represents 4 inches.

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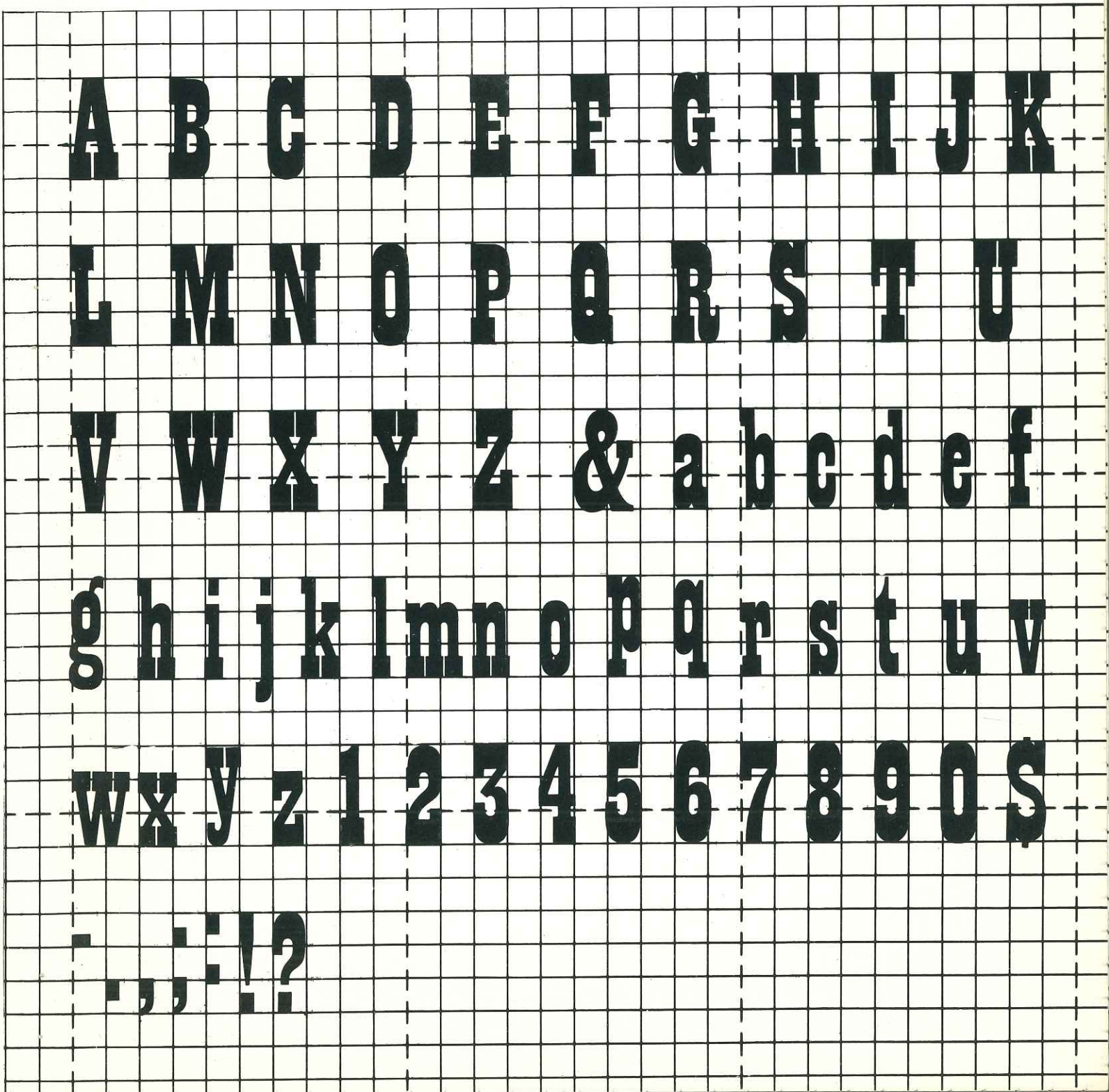
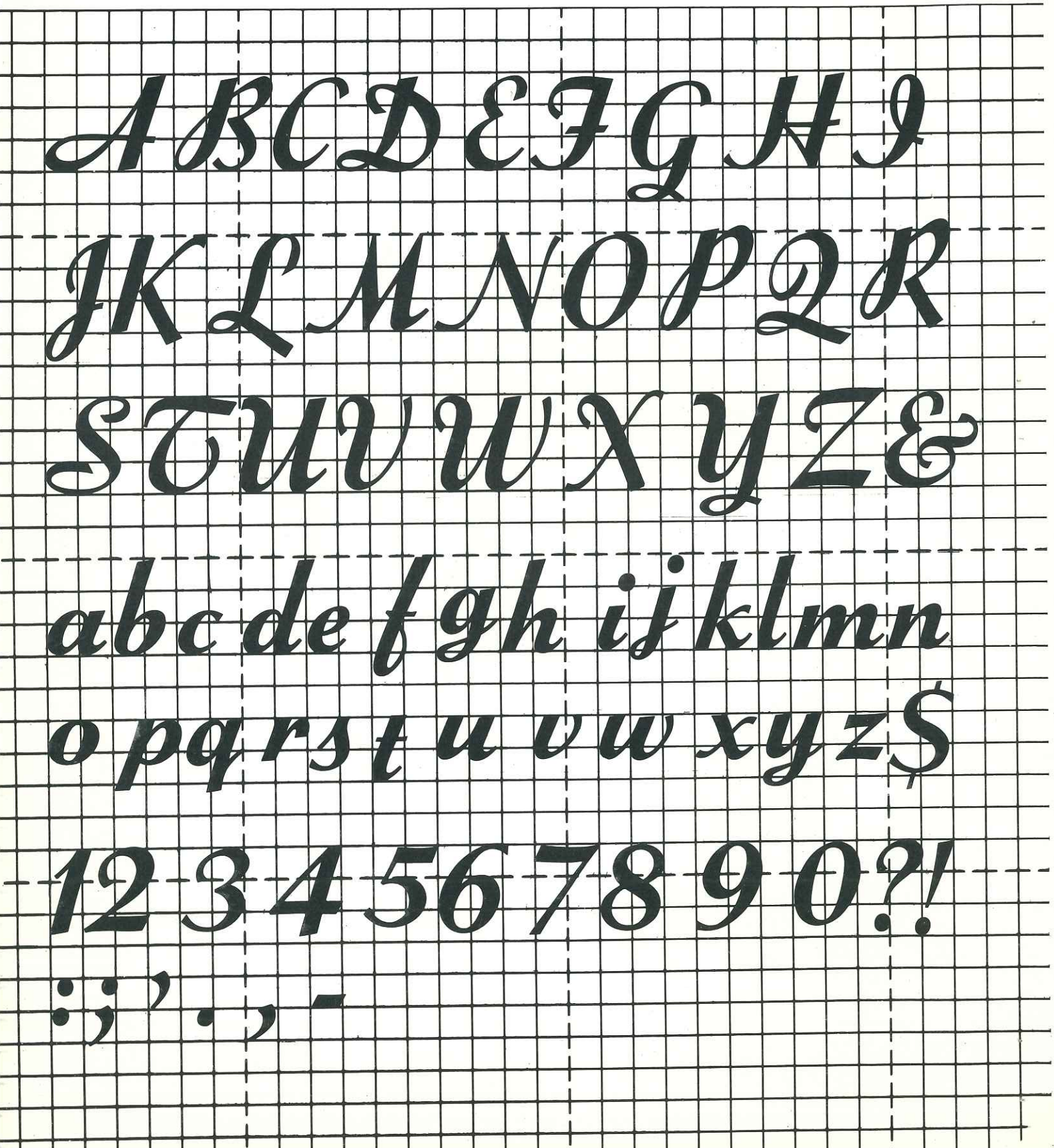


Sizing Diagram For CUSTOMFOAM Letters— *Script Style*

For layout purposes, this diagram will apply to any size letter, showing you relative width-to-height.

SCALE: For 6″ letter, each graph square represents 2 inches.
For 8″ letter, each graph square represents 2-2/3 inches.
For 12″ letter, each graph square represents 4 inches.



Sizing Diagram For CUSTOMFOAM Letters— **Graphic Style**

For layout purposes, this diagram will apply to any size letter, showing you relative width-to-height.

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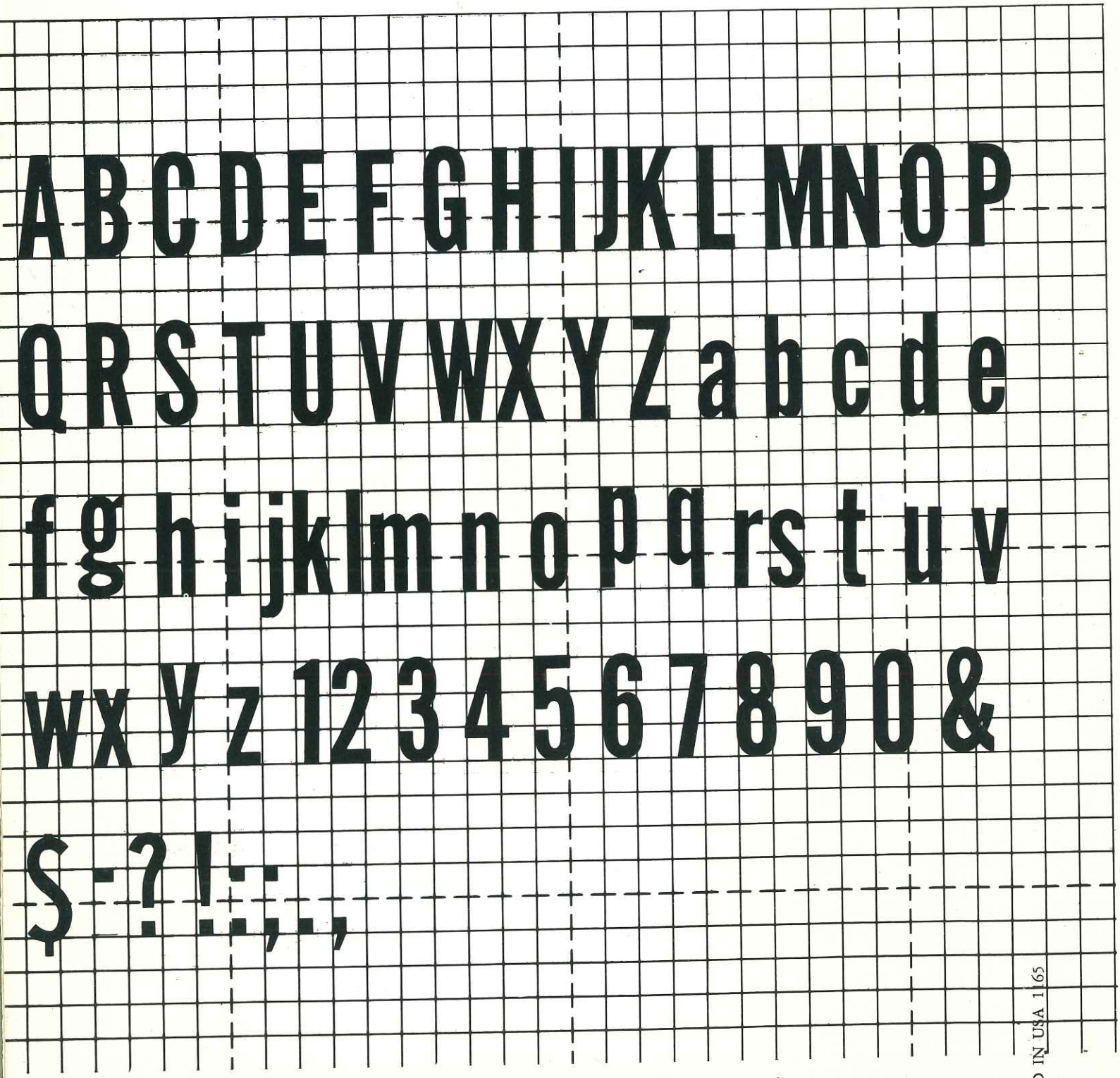
SCALE: For 6″ letter, each graph square represents 2 inches.
For 8″ letter, each graph square represents 2-2/3 inches.
For 12″ letter, each graph square represents 4 inches.

Sizing Diagram For CUSTOMFOAM Letters— **Classic Style**

For layout purposes, this diagram will apply to any size letter, showing you relative width-to-height.

SCALE: For 6″ letter, each graph square represents 2 inches.
For 8″ letter, each graph square represents 2-2/3 inches.
For 12″ letter, each graph square represents 4 inches.



international **ASSEMBLIX** *corporation*

328 North Westwood Avenue · Toledo 7, Ohio

PRINTED IN USA 1165

CUSTOMFOAM™ BACKGROUND PANELS

CUSTOMFOAM LETTERS provide a truly dramatic new form of expression when they are assembled on CUSTOMFOAM BACKGROUNDS. They spring to life with a sparkling new look that commands attention. Six panel sizes are available, and scale diagrams for each CUSTOMFOAM type style provide layout information. Signs can be assembled into longer units quickly with new connectors (see accessories) that enable sections to literally *snap* together. If you wish to hang your CUSTOMFOAM signs, suspension springs from our accessory line make the job easy; CUSTOMFOAM is so lightweight and easy to handle, too! Match or contrast BACKGROUND CUSTOMFOAM PANELS with CUSTOMFOAM LETTERS for inexpensive, fully dimensional signing that really does a great job! Background panels are available in the same paint, glitter and Glitter-Etch colors as IAC's CUSTOMFOAM letters.

SIZE	PLAIN—UNPAINTED	PAINTED-WEATHERPROOF		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR
		COLORED OR WHITE	GLITTERED		
36″ x 12″ x 1″ FOR 6″ & 8″ LETTERS	5.70	8.40	11.10	12.00	9.30
72″ x 12″ x 1″ FOR 6″ & 8″ LETTERS	11.40	16.80	22.20	24.00	18.60
108″ x 12″ x 1″ FOR 6″ & 8″ LETTERS	17.10	25.20	33.30	36.80	27.90
36″ x 20″ x 1½″ FOR 12″ LETTERS	6.42	9.42	12.24	13.02	10.32
72″ x 20″ x 1½″ FOR 12″ LETTERS	12.84	18.84	24.48	26.04	20.64
108″ x 20″ x 1½″ FOR 12″ LETTERS	19.26	28.26	36.72	39.06	30.96

international **ASSEMBLIX** *corporation*

328 North Westwood Avenue · Toledo 7, Ohio

Show Style

SIZE	DESCRIPTION	PLAIN—UNPAINTED	PAINTED-WEATHERPROOF		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR	PRESSURE STIK
			COLORED OR WHITE	GLITTERED			
6″	UPPER CASE LOWER CASE	.50	.85	.95	N.A. *	N.A.	ADD .10
8″	UPPER CASE LOWER CASE	.65	1.00	1.15	1.20 UPPER N.A. LOWER	1.10 UPPER N.A. LOWER	ADD .15
12″	UPPER AND LOWER CASE	1.55	1.90	2.10	2.05	1.95	ADD .15

Script Style

SIZE	DESCRIPTION	PLAIN—UNPAINTED	PAINTED-WEATHERPROOF		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR	PRESSURE STIK
			COLORED OR WHITE	GLITTERED			
6″	UPPER CASE LOWER CASE	.70	1.10	1.30	N.A.	N.A.	ADD .15
8″	UPPER CASE LOWER CASE	.90	1.30	1.50	1.60	1.45	ADD .20
12″	UPPER AND LOWER CASE	2.10	2.55	2.80	2.85	2.65	ADD .20

Classic Style

SIZE	DESCRIPTION	PLAIN—UNPAINTED	PAINTED-WEATHERPROOF		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR	PRESSURE STIK
			COLORED OR WHITE	GLITTERED			
6″	UPPER CASE LOWER CASE	.50	.85	.95	N.A.	N.A.	ADD .10
8″	UPPER CASE LOWER CASE	.65	1.00	1.15	1.20 UPPER N.A. LOWER	1.10 UPPER N.A. LOWER	ADD .15
12″	UPPER AND LOWER CASE	1.55	1.90	2.10	2.05	1.95	ADD .15

**Not available*

Graphic Style

SIZE	DESCRIPTION	PLAIN—UNPAINTED	PAINTED-WEATHERPROOF		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR	PRESSURE STIK
			COLORED OR WHITE	GLITTERED			
6″	UPPER AND LOWER CASE	.50	.85	.95	1.05 UPPER N.A.*LOWER	.90 UPPER N.A. LOWER	ADD .10
8″	UPPER AND LOWER CASE	.70	1.05	1.20	1.25 UPPER N.A. LOWER	1.15 UPPER N.A. LOWER	ADD .15
12″	UPPER AND LOWER CASE	1.60	1.95	2.15	2.10	2.00	ADD .15

GIANT LETTERS

(SEE COVER ILLUSTRATION) IAC's spectacular GIANT CUSTOMFOAM LETTERS, available in Graphic Style only, do a powerful selling job, indoors or outdoors! These giant letters display your product name in a big way . . . make GIANT presentations easy, because CUSTOMFOAM is extremely lightweight, yet extremely durable. CUSTOMFOAM GIANT LETTERS suspended with Suspension Springs (see accessories) in exhibit halls or showrooms, get the sales action. IAC's Giant Letters are traffic-stoppers when displayed outdoors on buildings, and are so versatile, that you can even float them in water, and really make a "splash" with your sales message!

SIZE	DESCRIPTION	PLAIN—UNPAINTED	PAINTED-WEATHERPROOF		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR
			COLORED OR WHITE	GLITTERED		
2′	GRAPHIC UPPER	10.20	13.20	16.40	PRICES ON REQUEST	PRICES ON REQUEST
3′	GRAPHIC UPPER	28.25	32.25	35.50	PRICES ON REQUEST	PRICES ON REQUEST
4′	GRAPHIC UPPER	55.75	61.90	65.10	PRICES ON REQUEST	PRICES ON REQUEST
5′	GRAPHIC UPPER	61.75	67.90	71.10	PRICES ON REQUEST	PRICES ON REQUEST

FONTS

6″ GRAPHIC STYLE ONLY. OTHER STYLES & SIZES ON REQUEST.

61 LETTER FONT: 3-A, 2-B, 2-C, 2-D, 5-E, 2-F, 2-G, 2-H, 3-I, 1-J, 1-K, 3-L, 2-M, 3-N, 2-O, 2-P, 1-Q, 3-R, 3-S, 3-T, 2-U, I-V, 1-W, 1-X, 1-Y, 1-Z, 1-&, 1-?, 2-commas, 1-period, 1-hyphen, 1-exclamation point.

78 LETTER UPPER & LOWER CASE FONT—UPPER CASE: 2-A, 1-B, 1-C, 1-D, 2-E, 1-F, 1-G, 1-H, 2-I, 1-J, 1-K, 1-L, 1-M, 2-N, 1-O, 1-P, 1-Q, 1-R, 2-S, 1-T, 1-U, 1-V, 1-W, 1-X, 1-Y, 1-Z, 1-&, 1-?, 1-quotes, 1-period, 1-hyphen, 1-exclamation point. LOWER CASE: 3-a, 1-b, 2-c, 1-d, 3-e, 1-f, 1-g, 2-h, 2-i, 1-j, 1-k, 2-l, 2-m, 2-n, 2-o, 2-p, 1-q, 2-r, 2-s, 2-t, 1-u, 1-v, 1-w, 1-x, 1-y, 1-z.

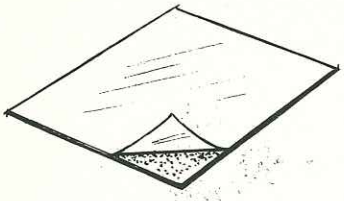
27 NUMERAL FONT: 2 each, 1, 2, 3, 4, 5, 6, 7, 8, 9, 0, $, ¢, 2-periods, 1-fraction bar.

FONT	DESCRIPTION	PLAIN—UNPAINTED	PAINTED (WEATHERPROOF)		GLITTER-ETCH OUTDOOR	GLITTER-ETCH INDOOR	PRESSURE STIK
			COLORED OR WHITE	GLITTERED			
61	GRAPHIC UPPER CASE	30.50	51.85	57.95	64.05	54.90	ADD 6.10
78	GRAPHIC UPPER AND LOWER CASE	39.00	66.30	74.10	UPPER CASE ONLY 81.90	UPPER CASE ONLY 70.20	ADD 7.80
27	GRAPHIC NUMERALS	13.00	22.10	24.70	27.30	23.40	ADD 2.60

*Not available

CUSTOMFOAM™ ACCESSORIES . . .

IAC has all the accessories you need for versatility in signi whether you prefer to use letters free form or mounted on ba ground panels . . . whether for permanent display or for re-asse bly. With these accessories your letters or mounted signs can used as ceiling suspensions, as outdoor billboards, or displayed walls, mirrors, windows or buildings.



4220—PRESSURE-STIK FOAM PAD, LARGE SHEET

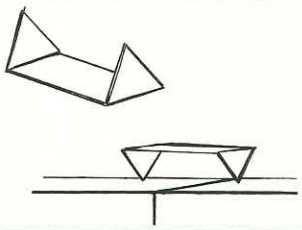
Heavy duty pressure-stik foam in 9″ x 12″ sheets. Can be cut any size you require for firmly securing letters and signs. 96¢ per sheet.

4224—CUSTOMFOAM PERMANENT ADHESIVE

A heavy weather-resistant adhesive made especially for outdoor use. Letters and signs really stick. ½ pt., $3.00.

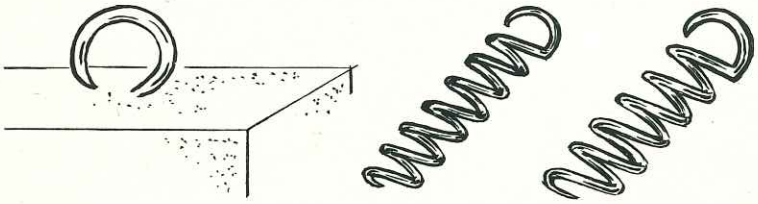
4223—CUSTOMFOAM PRESSURE-SENSITIVE ADHESIVE

Brush letters or panels lightly with CUSTOMFOAM Pressure-Sensitive Adhesive and press them onto any smooth, clean surface; easily removable. ½ pt., $3.00



4225—CUSTOMFOAM SIGN CONNECTORS

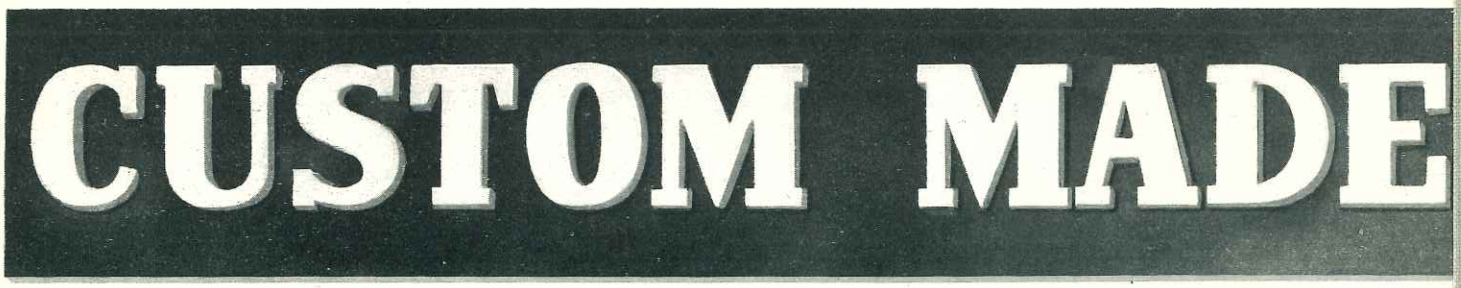
Metal sign connectors designed expressly for joining CUSTOMFOAM panels together. Sturdy, and re-usable. 70¢ ea., $7.50 per dozen.



4222—SUSPENSION SPRINGS

Coiled metal suspension springs screw into CUSTOMFOAM letters and panels easily, hold firmly. Available 2 sizes; re-usable. 4222/1 small size, 60¢ each; 4222/2 large size, 70¢ each.

CUSTOMFOAM™ DISPLAY SIGNS . . .



Custom made CUSTOMFOAM display signs constructed to your specific requirements are ava able from IAC on special order. Send us your layouts, we'll do the rest. Our up-to-date faciliti experience and "know-how" in this field enable us to make and deliver promptly 1 custom si or many, many thousands. Write, giving detailed information about your CUSTOMFOAM displ sign needs, and we will send quotation. As with all CUSTOMFOAM visual communications, you find IAC's custom made display signs surprisingly low in cost!

Signs + Displays

international **ASSEMBLIX** *corporation*

NEW YORK · TOLEDO · CHICAGO · LOS ANGELES

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14700 SPRING STREET · SANTA FE SPRINGS, CALIFORNIA

MAIN FACTORY AND SALES OFFICE:
328 NORTH WESTWOOD AVENUE · TOLEDO, OH

PRINTED IN US

PAMPHLET BINDERS

This is No. 1529

also carried in stock in the following sizes

	HIGH	WIDE	THICKNESS
1523	9 inches	7 inches	½ inch
1524	10 "	7 "	"
1525	9 "	6 "	"
1526	9¾ "	7⅛ "	"
1527	10½ "	7⅜ "	"
1528	11 "	8 "	"
1529	12 inches	10 inches	½ inch
1530	12 "	9⅛ "	"
1932	13 "	10 "	"
1933	14 "	11 "	"
1934	16 "	12 "	"

Other sizes made to order.

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